



By submitting your entry to the I-API ADFX Awards (the "Awards"), you agree to be bound by these Terms and Conditions ("Terms").

Entry instructions form part of these Terms. Entries submitted with incomplete information, or found to contain invalid information, shall be deemed invalid.

Entries will only be accepted if they comply with these Terms.

## Definitions

For the purposes of the Awards and these terms and conditions ("Terms"):

An Advertising Agency means a company primarily concerned with the provision of branding services to clients, designed to create maintain and enhance the value of their brands through advertising, design, media planning and buying and marketing communications.

An Advertiser means a person, firm, company or other organization in the role of the originator or sponsor of an advertisement or advertising campaign. A Campaign means the advertising campaign that forms the subject matter of the entry paper.

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### 1 Who can enter?

Subject to compliance with these Terms, the Awards are open to all I-API Advertising Agency members. Entrants must have the necessary authority to enter as set out in Clause 7.5.

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### 2 Entry Fees and Registration

In order to enter the Awards you must complete an online entry form, submit your entry in the form of an entry paper, upload all supplementary materials, make full payment of all required fees and complete a Databank Online Questionnaire.

In order to upload your entry you will need your companies username and password for the I-API members area.

All entrants must pre-register their entries as soon as possible via the online pre-registration form. Pre-registration allows I-API to help entrants get their entries together by providing reminders of deadlines, notifications of workshops and other help.

Payment of fees must be made using the online entry submission process.

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## 3 Authorship of Entry

3.1. There is no limit to the number of companies that can contribute to an entry paper. However, each company must be categorised as to their input into the entry paper and the Campaign. For the purposes of the Awards, the following rules shall apply:

### 3.1.1. Single company entry

A single company entry paper is an entry paper authored and submitted by one company. Contributions to the Campaign by other companies or individuals will be recognised but, in the event of a single company entry paper winning, only the company authoring and submitting the winning entry paper will be awarded a trophy and will accrue points towards the Effectiveness Company of the Year prize.

### 3.1.2. Joint company entry

A joint company entry paper is an equal collaboration between two or more companies who share the authorship of the entry paper and costs. The entry fee for a joint company entry paper is the same as for a single company entry paper.

Only one trophy will be awarded to each winning paper. Additional trophies can be purchased after the ceremony (prices available on request). Both companies will accrue points for the IAPI Roll of Honour.

### 3.1.3. Principal author(s)

The principal author is the individual (or individuals) who is responsible for, and dedicates the most time to, drafting the entry paper. There is no limit to the number of principal authors attributed to each entry paper.

### 3.1.4. Contributing authors and partners

Contributing authors are the individuals who assist the principal author in writing the entry paper. There is no limit to the number of contributors per company or per entry paper. All contributing authors of winning papers will (at the discretion of the entrant company) be credited with a name check at the presentation ceremony, in any published works and awards literature.

3.1.5 IAPI will not enter any dispute regarding ownership of campaign/entry.



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## 4 Criteria for Entry Papers

4.1. Entry papers must demonstrate the commercial effect – or the nearest equivalent measure of success in non-profit organizations – of the relevant campaign.

4.2. Entry papers may include marketing strategies for either single markets or multi-markets, or both. Entry papers do not need to be restricted to, or include Irish markets: single markets entries may relate to any country.

4.3. Entry papers entered from a single entrant must be no more than 4,000 words (excluding appendices/titles/footnotes/and any wording in figures or graphs provided).

Entry papers that are jointly entered (by a creative agency and media agency, for example) may have an additional 500 words for the purposes of making specific reference to the broader marketing strategy deployed. Authors must state the word count on their entry submission.

4.4. Appendices may be included. They should be used to include data which supports an argument, or to disclose information which may be sensitive (only case papers are published). They should contain the equation(s) and all associated statistics that you have used to evaluate any model(s). Please note however that judges will base their judgments in the main on the case papers and not on the appendices (although thorough appendices will be given greater credit.)

4.5. Where econometrics or other modelling techniques are cited in an entry paper, an appendix must be included to explain the assumptions and methodology. Failure to do so could result in any data cited being discounted.

4.6. The Campaign that the entry evaluates must have been published within three years of the date of submission (i.e. between April 8, 2013 and April 8, 2016), although it may have commenced earlier. Agencies acquiring a new account may not submit a case history in respect of that account unless they have contributed creative work to the Campaign/client. Any text or creative work submitted must be credited to the agency that originated it.



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4.7. Papers that are simply resubmissions of the same paper entered into a previous competition are not eligible. Papers will be eligible however, if they provide significant, additional data (reflecting the new data in the Campaign for example) or new learning, for example.

4.8. Each entry paper must be authorised by the entrant's chief executive or MD and by the senior client executive responsible for the Campaign. Entrants are advised to obtain this authorisation as soon as possible and certainly before the closing date.

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## 5 Closing Date

5.1. All entry papers must be received by 5pm on 8th April 2016 (the "closing date") .

5.2. Once you have completed and submitted your entry paper online, the principal authors should complete a Databank questionnaire in the entry upload area. The questionnaire is used to enable key elements of the case to be coded into a database for ongoing analysis. The completion of this questionnaire is a condition of entry. Failure to comply may result in disqualification of the entry paper. The questionnaire should be completed and submitted at the same time as your entry.

5.3. Entries may not be amended after the Closing Date, but can be withdrawn. If an entry is withdrawn after the Closing Date, no refund of the entry fee will be made.

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## 6 Legal and regulatory compliance for entries

6.1. Upon becoming members of IAPI all agencies undertake to adhere to the ASAI codes, the EACA Code of Ethics, the law and regulation of marketing communications and the underlying principal that communications should be legal, decent, honest and truthful. All entries to the IAPI ADFX Awards should comply with these ideals.

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6.2. No campaign that has been subject to an upheld ASAI adjudication or an adverse adjudication by any other regulatory body may be included in an entry paper. If such a campaign is entered into the Awards then, no matter how insignificant or technical the breach, the whole entry shall be disqualified.

6.3. If an adverse adjudication exists in relation to a specific execution or campaign element that forms part of the entry paper, the entrant must disclose this fact upon entry. This will be brought to the attention of the judges. The mere fact that an execution, against which an ASAI adjudication was upheld, exists will not mean the whole entry will be disqualified providing the adjudication was not in relation to the whole concept underlying the Campaign.

6.4. Any Award winning entry that is, subsequent to the Awards ceremony, found to have broken the law or any relevant regulations may be disqualified and have its Award withdrawn.

6.5. For the avoidance of doubt, the entry fees paid in respect of papers which are subsequently disqualified will not be refunded.

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## 7 Intellectual Property and Acknowledgements

7.1. Entries must be original and not infringe the intellectual property rights of any third party, although parts of the material included may have been previously published. Any entry paper that uses or references work undertaken by another agency or other third party must credit that agency or other third party in the copy or appendices.

7.2. If an entry paper has been jointly written, or where an entry paper includes written contributions from any other individual or company, the entry must include full acknowledgement of all and any significant contribution made by individuals or organisations who are not, or no longer, part of the agency.

7.3. Upon submitting their entry, the entrant assigns with full title guarantee all intellectual property rights, including copyright, in the entry paper, irrevocably, throughout the world and in any media, to IAPI, for the legal term of copyright and any and all renewals, extensions and revivals of such rights ("assigned material") and waives all moral rights in the entry paper.

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7.4. The entrant warrants to IAPI that: (i) the entry paper is true and accurate and complies with these terms and conditions; (ii) the authors of each entry as stated on the entry are the sole authors; (iii) it is the owner of or otherwise has the right to grant the licences in all content provided to IAPI under these Terms; (iv) the entry paper (and all constituent elements) are, unless expressly declared to be otherwise, original to their authors and have not been previously published; (v) the entry does not infringe any copyright or trade marks of any third party or breach any obligations of confidentiality, right of privacy, publicity or personality or any other right whatsoever of any third party; (vi) all fees/royalties have been paid to any owners of copyright works included in the entry; and (vii) the entry does not contain any libellous, offensive, discriminatory or otherwise unlawful content.

7.5 The entrant shall, on demand, fully indemnify and keep fully indemnified and hold IAPI harmless from and against all losses, liabilities, damages, costs and (including legal fees) which IAPI may suffer or incur at any time as a result of any claim (whether actual or alleged and including third party claims) that the rights granted to IAPI pursuant to these Terms and/or the materials provided by the entrant and/or the possession or use by the IAPI of such materials (as appropriate) infringes a third party's intellectual property rights.

7.6. Entrants must note that their entry paper may be used in whole or in part in any way IAPI thinks fit, including (without limitation) publication by IAPI or third parties. All entries will be coded and listed in the IAPI effectiveness Databank. All papers will also be available for download in full via the Warc website.

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## 8 Judging

8.1 If any judge of the Awards has a specific conflict of interest in relation to any entry paper, s/he is required to declare that conflict and s/he will be excluded from any decision in relation to the affected entry.

8.2. There are two rounds of judging and one judging panel.

8.3. All papers are judged remotely for the first round. This first panel decides the shortlist.



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8.4. For details of the criteria used in judging the entries, please see the “Judging and Criteria” section earlier in this pack.

8.5. The judges’ decision is final and no correspondence will be entered into. IAPI will try its best to provide feedback on each entry.

8.6. Entrants may be required to present their entries at seminars/conferences on behalf of IAPI without remuneration.

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## 9 Technical Issues

9.1. Your case study for entry must be uploaded to the online Awards entry system in PDF format (case studies in other formats eneligible). Please include all graphs, tables and images within this document.

9.2. Your publishable entry must be uploaded to the online Awards entry system. Please ensure all diagrams that you put in your Word doc are editable files, preferably from the original software which the diagram was prepared in (e.g. Excel, Illustrator etc.). EPS and PDF files are acceptable if they contain only vector information and no bit-maps. Bit-map files (e.g. JPG, TIF, BMP, Photoshop) are not acceptable.

9.3. Check that axes are labelled appropriately with a scale or with units of measurement or value.

9.4. All images should be at least 115mm wide and have a resolution of at least 300dpi.

9.5 The preferred file format is TIFF. If images are being supplied as JPG files, please ensure that the JPG compression is turned off and that the files have ‘maximum quality’. Composite images (several images combined into one overall image) should be supplied as one file.

9.6. Entrants submitting campaigns that feature TV advertising must upload at least one example of a TV execution from the campaign in question as part of their Awards online entry process. Any video clips pro

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vided should be uploaded in both FLV and MPEG formats. Files should be no more than 100MB in size.

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